

Minutes – Joint Meeting
Security Committee- Hollywood Entertainment District, Sunset and Vine BID
September 9, 2010

Attendance: HED Committee Members Present: John Tronson, Chairperson; Not Present: Dan Chismire, Carol Massie, Jim McPartlin, Thaddeus Smith, Mark Supper. SVBID Committee Members Present: Fabio Conti, Richard Falzone, Roxanna Sassanian; Not Present: Fred Rosenthal, Chairperson, Patrick Olmstead. Liaisons: Bill Farrar, Joe Salazar, Steve Seyler, Andrews International; Angela Motta, CD-13. Staff: Kerry Morrison, Joe Mariani Jr., Hollywood Property Owners Alliance. Guests: Heather Carmichael, Zachary Eaton, Richard Chavez, Space15 Twenty; Christopher Mitchell (Darth Vader), Kat from Kat Tales, Howard Ferguson, The New Frontier.

- I. Call to Order: The meeting was called to order by Committee Chair John Tronson at 10:05 a.m.
- II. Public Comment: None
- III. Minutes: **Due to a lack of quorum approval of the minutes was tabled until the Committee's October meeting.**

IV. Reports

A. Report from Andrews International: Steve Seyler reviewed his report which covered the officers' activities through September 5, 2010. The combined arrest totals for the two BIDs thus far are approximately 875. Seyler said that since the summer months have ended, the officers in the Hollywood BID have gone back to their normal schedule of 6 a.m. – 8 p.m. Lastly, Seyler reported that the tasers purchased by the boards have been received, but that the officers are still undergoing training on their use. Seyler said the equipment will not be deployed in the field until training for all officers has been completed.

B. Report from LAPD: Not in attendance.

C. Report from LA Sheriff's Department: Not in attendance.

D. Report from LA City Attorney's Office: Not in attendance.

V. Old Business

A. Metro Vine Plaza Update: Kerry Morrison informed the committee that over the last 60 days the plaza has been focused on by the LA County Sheriff. Several arrests have been made over the period, many of which were narcotics related. Morrison is working with the property owner and neighbors in the area on a plan that would help activate the plaza. There is also a plan in the works to install better signage, which will help with enforcement and prosecution.

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B. Update on Activities Related to Community Impact Team/Sidewalk Nuisance Abatement: Angela Motta reported that a lawsuit has been filed by Carol Sobel against the City of Los Angeles, saying that the LAPD has violated the characters First and Fourth Amendment rights. The suit, which lists four characters, also tried to issue a temporary restraining order against the LAPD which was later not allowed by the judge. Morrison said that, according to the City Attorney, it appears that it will take some time for the lawsuit to play through in the courts. Morrison also mentioned that overall the sentiment at the meeting was that everyone who has seen the transformation on the boulevard seems to be very pleased with it, and neither the BID office nor Council office had received complaints from individuals saying they wanted the characters back, other than from the characters themselves.

It was also reported that Mitch O'Farrell is working to identify those tour companies in the area that are operating without a valid PUC license. LADOT is also participating in the regulatory effort by ticketing busses illegally parked in front of businesses along the Boulevard. Morrison said the idea was also planted with the Hollywood Chamber of Commerce for them to create a "Seal of Approval" which they could issue to those tour companies in the area that were following the law. These companies could then be promoted by the Chamber and LA inc. to tourists visiting the area.

C. Planned Training for Security Personnel and My Friend's Place Staff and Clients: Morrison said that she has been working with Public Counsel to facilitate a training for our BID Officers and the clients there to educate both groups as to what kind of activity is permissible when out on the public sidewalks.

VI. New Business

A. Demographic Research Study Feedback: Morrison reported the final findings from the Demographic Research Study conducted this Spring. Many of the individuals surveyed reported that they felt safe in Hollywood, with 91% of visitors saying they too felt safe here during the day. When asked how they felt at night the rate tended to fall. One of the more interesting findings was that only 35% of students in the area said they did feel safe at night in Hollywood, and many of them said they would not recommend other individuals come to school in Hollywood. According to the study, the number one reason for this is that an overwhelming majority of individuals surveyed felt that Hollywood is "dirty." Morrison said that the both Board of Directors and the staff are looking at ways to improve this statistic over time and reach out to property owners, possibly through CRA incentives, to encourage owners to take an interest in their properties and to clean them up/improve them. Morrison said that it will be a large project, but one that the board and staff are looking forward to undertaking.

VII. Next Meeting: The next meeting was scheduled for Thursday, October 14, 2010 at 10 a.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

VIII. Adjournment: There being no further business the meeting was adjourned by Committee Chair John Tronson at 10:54 a.m.